

Investor Presentation





Meet the founders

In 2010 the founders, Rico Andersen and Martin Hegelund, had just started a business venture, Få Det Gjort ("Get It Done"). Just like Ageras Marketplace, it was an online platform, but unlike Ageras, it was a platform for household services. With their childhood savings and a bank loan invested into the project, they went off to build a business around this concept. A lot of mistakes were made in these early years, but learning on their own dime was an important aspect in having a razor-sharp focus in developing the product, the technology and team. After realising that the fundamentals were broken, they sold the platform for pennies and set off to found Ageras Group - a suite of products with a strong vision to enable success for small companies



Rico Andersen

CEO & Co-founder

9 years tenure

A professional gokart racer at a young age, Rico gained a competitive mindset and focused on agility and speed. Became team lead in of one of Denmark's largest insurance companies while building his first business, Få Det Gjort. During the tenure, he decided to go "all in" and has been a full-blown entrepreneur ever since. As CEO, today he spearheads Ageras, an organization with +250 employees, drives performance and growth through a clear vision, targets and distributed ownership



Martin Hegelund

CMO & Co-founder

9 years tenure

After founding his first internet project at age 13, Martin has been obsessed with the building and scaling internet companies. Since 2005 he founded several successful projects within online media / communities, SaaS and e-commerce and advised everything from microbusinesses to public companies on online strategy, digital marketing and monetization. Being a generalist, Martin wrote the first line of code in Ageras, but has since focused on marketing, lead generation and special projects within Ageras

The Ageras Group



We are on a hike to enable success for SME's

Vision

Enabling success
for SMEs

Mission

By building the best
ecosystem around
the needs of SMEs
- globally

Target

To become the
preferred ecosystem
for SME services



The Ever Expanding Ecosystem

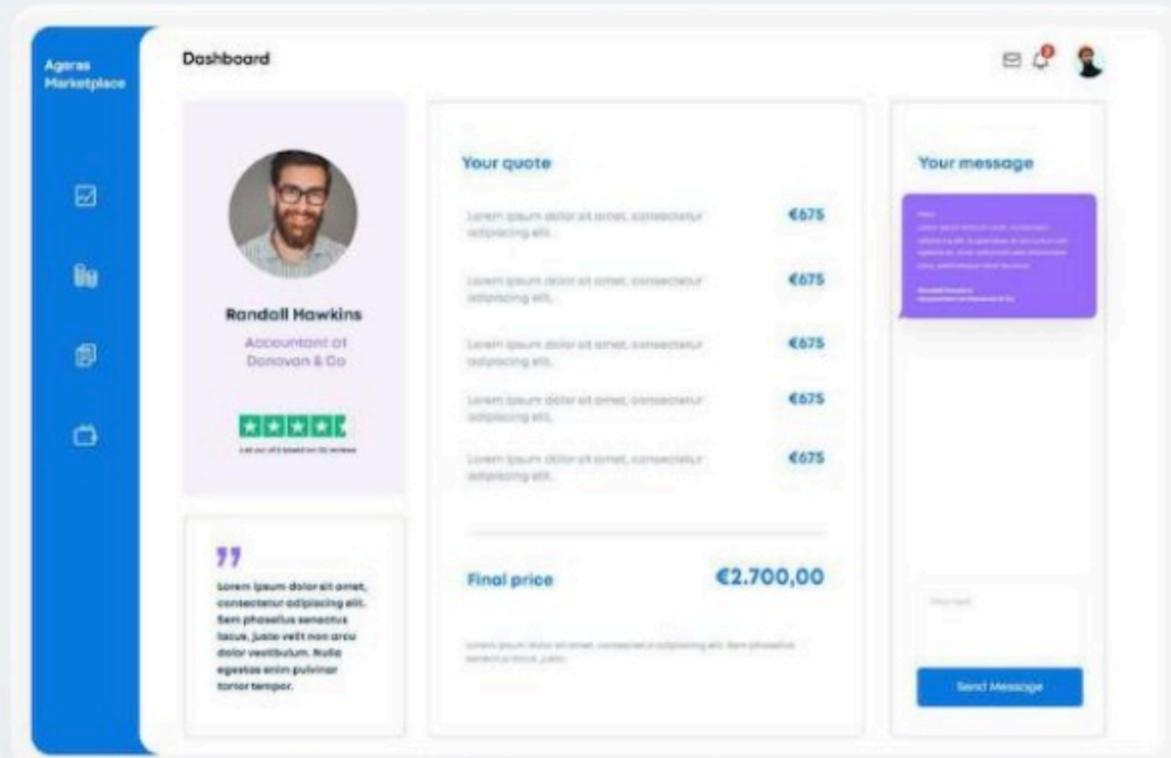
Total addressable market expansion enabled by Ageras inherent growth engine





Ageras Marketplace - product review

Ageras Marketplace is a leading online marketplace specialized in business services, connecting SMEs with eg. accountants



Free, easy & convenient

We will provide all the details so you can pick and choose



Right match

Find an accountant with good ratings and expertise in your industry



Fairly priced

Accountants compete to win your business



Cheap

Compared to traditional marketing, Ageras is cheaper and offer a higher ROI



Scalable

If you need more clients, you can increase your budget



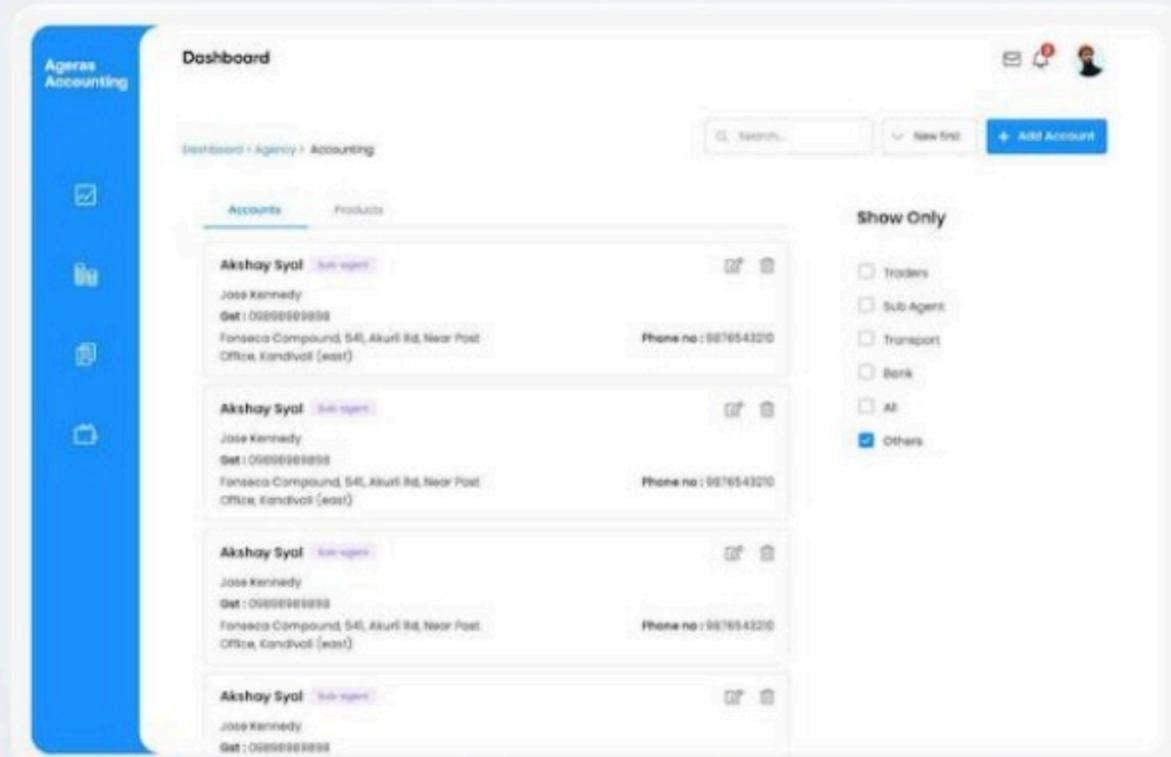
Detailed targeting

Get only the clients that fit into your expertise and profile



Ageras Accounting Software - product review

Ageras Accounting Software is one of the leading cloud based accounting softwares in Europe



Invoicing



Bills and expenses



Accounting and bookkeeping



Reports / extract



VAT and tax

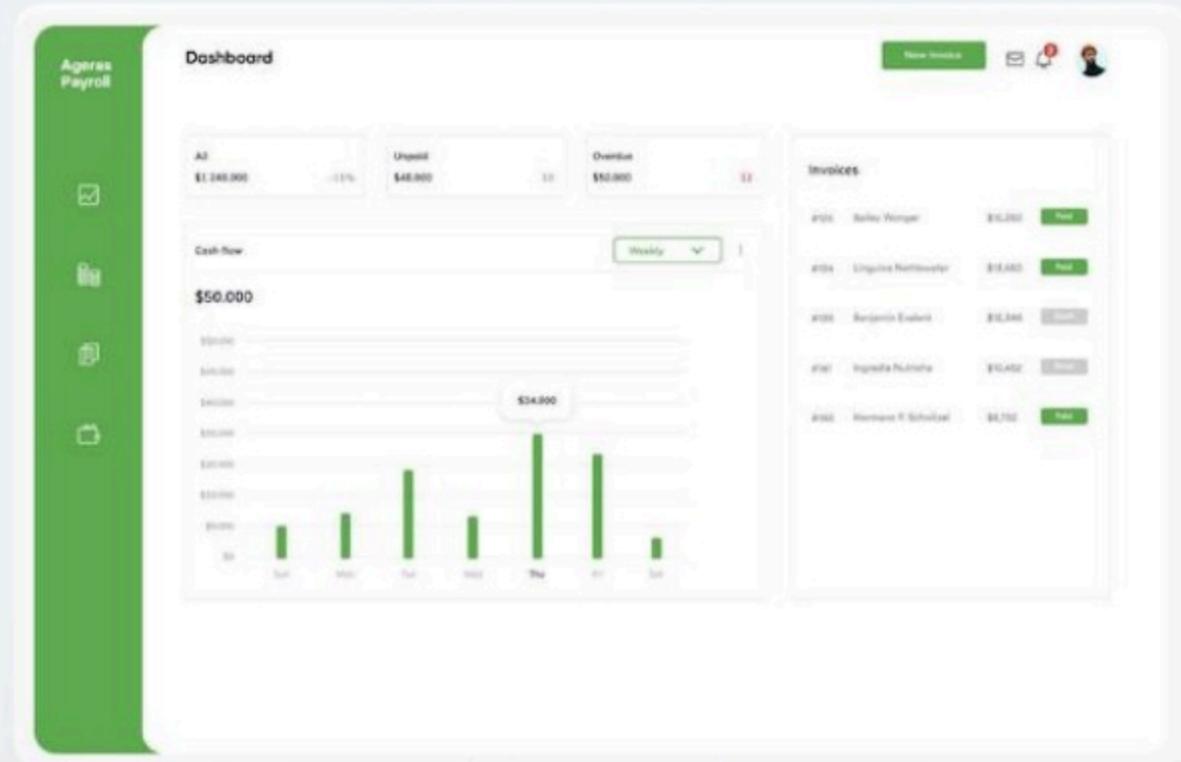


Integrations



Ageras Payroll software - product review

Superior quality platform ready to address the future workforce – gig economy



Payslips



Expense management



Time management



HR services



Reporting



Integrations



Financial Service Offering

Immense value creation at minimal cost

Business loans

Regular short term business loans with personal guarantee

Invoice financing

Financing against an invoice sent by the customer. Ageras Finance does not take any risk against the ultimate customer



Benefits



Minimal CAC

No customer acquisition cost since Ageras Finance is tapping into an existing customer portfolio providing its own financial services on top of its existing service offering



Risk free

No risk associated with Ageras Finance services as lending are facilitated through a partner bank facility. Hence, Ageras take no risk at their own balance



Increased LTV

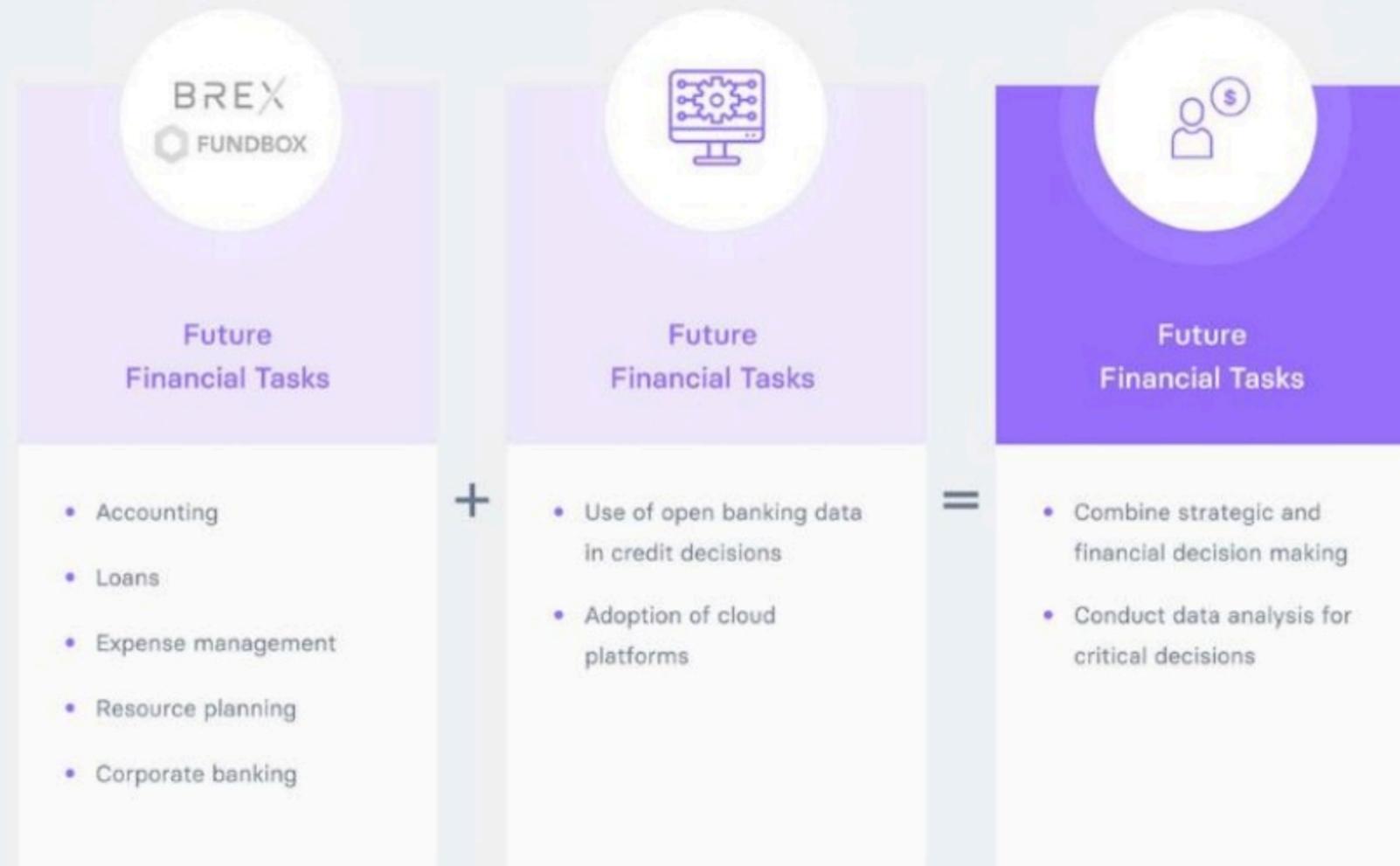
Ageras Finance services enabling increased customer LTV at limited cost and at no risk

Ageras ecosystem provides live financial data on its users and thereby make it easy to assess a qualitative credit scoring



Trend: reinventing financial tasks in SME

Financial tasks in SME are disrupted by fintech solutions



Trend reflected in increasing M&A transactions



Selected Transactions



May 20: \$200m private placement



May 20: \$150m private placement



Strong trajectory to pave the way for future growth

Ageras Marketplace expanding to new verticals is a testimony of the strong market position

Organic growth engine from existing software platforms



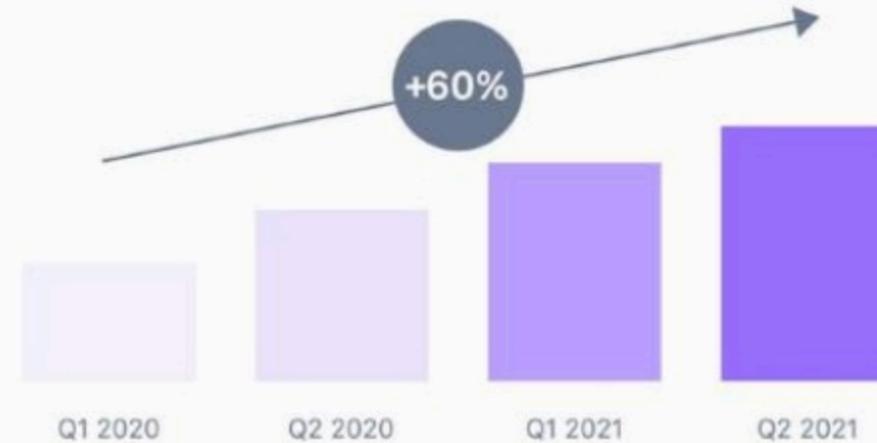
Business model to capitalize on both sides with geographical expansion to accelerate organic growth

Geographical expansion



Imense operational momentum in Germany and the US

Accumulated number of users



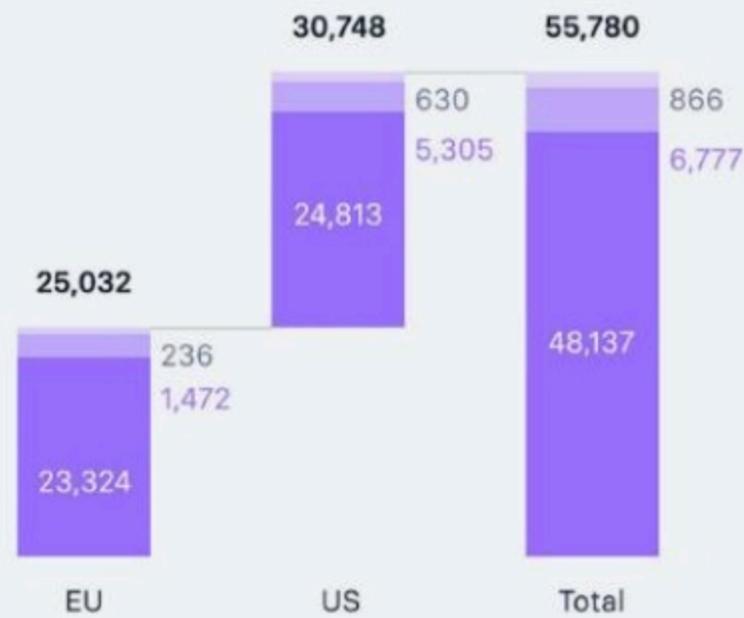


Addressable market size: annual spending

Tapping into a market of ~56m SMEs spending ~\$420bn every year on finance and administration

Total Number of SMEs

(EU and US in thousands, 2018)



● Micro (<10 FTE)
 ● Small (10 < FTE < 50)
 ● Medium-sized

Spending per SME

(per annum)



Spending includes:
Accounting administrative software,
Internal expenses, Legal fees

Total Addressable Market

(in \$bn)



There are ~56m SME businesses in our main geographies



They each spend ~\$7,500 on finance and admin services



Combined SMEs spend ~\$420bn in finance and admin services



Competitive positioning: Ageras Group

Indicative



Comment

The Ageras Group has positioned itself as a pure B2B player, with a multi-line offering

The Ageras Group is transforming to become a one-stop solution where B2B customers find solutions for all their business needs

Competition is expected from SaaS software providers and other B2B monopolayers (offering a single core service) moving towards multi-line / one-stop solutions, e.g. Fortnox

Additional competition is coming from neobanks, moving towards a hybrid customer model (B2C and B2B) and creating an multi-line / one-stop service portfolio



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